

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00417 261348Z

53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 261152Z JAN 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 6640

UNCLAS STOCKHOLM 0417

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PRINTING & GRAPHIC ARTS EXHIBITION,
PROCUREMENT & PROMOTION

1. PA AND CHECK FROM ILA TRADING AB, PARTICIPATING FOR:

A) F.P. ROSBACK CO., BENTON HARBOUR, MICHIGAN, B) ACME STEEL CO., LTD., CHICAGO, C) ALL PURPOSE ROLL LEAF CORP., 37 WEST COUNTRY ROAD, PARAMUS, NJ, PHONE (201)261-1100. EDSTROM OF ILA TRADING EMPHASIZED HE HAS NOT RECEIVED DECISION FROM ROSBACK REGARDING SUPPLY OF MACHINE, HIS PARTICIPATION IS THEREFORE ENTIRELY BASED ON PROMISE OF MACHINE PASSED IN TELEPHONE MESSAGE OIM/STC/ILA TRADING. EDSTROM THEREFORE EXPECTS REPAYMENT OF \$900 IF OIM REPORTING OF ROSBACK'S POSITIVE DECISION PROVES ERRONEOUS.

2. EDSTROM REQUESTED STC THAT OIM IMMEDIATELY CONTACT

A) ROSBACK CO. FOR SHIPMENT TO SHOW OF 2000 COPIES OF ENGLISH LANGUAGE BROCHURE DESCRIBING EXHIBIT MACHINE, B) ACME STEEL CO. LTD. TO SHIP OVER QUOTE RESERVE PARTS AND COMPLETE HEADS UNQUOTE TO THE EXHIBITION. ACME MANUFACTURE COMPONENTS FOR ROSBACK MACHINES. CHECK ALSO IF ACME STEEL WISH ILA TRADING TO MARKET THEIR QUOTE BLOCK AND BROCHURE-BINDING MACHINE UNQUOTE, IN WHICH CASE ILA WISH TO EXHIBIT MACHINE AT STC. C) CONTACT ALL PURPOSE ROLL LEAF AND EMPHASIZE ILA TRADING NEED FOR IMMEDIATE SAMPLES SHIPMENT. SAMPLES SHOULD BE QUOTE COMPLETE SERIES OF FOILS FOR PRINTING
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ON PAPER SUCH AS GREETINGS CARDS, AND SHOULD BE WOUND ON

BOBBINS FOR HEIDELBERG PRESSES, VERY IMPORTANT FOR ILA TO
COMPETE WITH GERMAN FOILS, UNQUOTE.

3. ILA TRADING EMPHASIZE LIKELIHOOD OF OIM OBTAINING QUICKER
ANSWER AS RESPONSE OF ALL THREE PRINCIPALS TO DIRECT RE-
QUESTS FROM AGENTS IS VERY SLOW.

4. REF. TELECON OIM/STC JANUARY 21, SHEFRA GRAPHICS,
FRANHAM ROAD, SLOUGH, ENGLAND, UNOBTAINABLE IN A TELEX.
TELEX AUTHORITIES HAVE NO SHEFRA COMPANY IN NUMBER CATALOG,
AND MESSAGES TO 848527 ELICIT MESSAGE NUMBER DISCONTINUED.
NO PHONE NUMBER OBTAINABLE.

5. PA RECEIVED FROM COMPUGRAPHIC AGENT, J.W. HEMLINS AB.
STC UNDERTANDS OIM HAS PA AND ALSO CHECK. HEMLINS AGREED TO
SCRAP HIS PA.

6. AS MENTIONED IN STOCKHOM 0101, DEADLINE FOR SHOW
CATALOG MATERIAL WAS REPEAT WAS JANUARY 20. STC NEEDS
IMMEDIATELY MDFS ON CATALOG TEXT FOR FOLLOWING SIGNED-UP
PARTICIPANTS AND OIM VERBALS:-MERGENTHALER LINOTYPE;
DYMO GRAPHIC SYSTEMS; OVERLY; HARRIS CORP; DIRECT IMAGE;
COLUMBIA RESEARCH; MASTERSON MACHINE; BETA SCREEN; ORDIBEL;
ITEK GRAPHIC; CONSOLIDATED INTERNATIONAL.

7. CATALOG TEXT SHOULD INCLUDE PARTICIPANTS FULL ADDRESS,
NAMES AND ADDRESSES OF REPRESENTATIVES IN ALL
SCANDINAVIAN COUNTRIES, REPRESENTATION SOUGHT, AND TECH-
NICAL TALK TITLE AND PRESENTATION.

8. PLEASE OBTAIN DECISION ON STOCKHOLM 0211 DATED
JANUARY 15 REGARDING SIZE OF HARRIS DISPLAY.
STRAUSZ HUPE

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Message Attributes

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Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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